

Your privacy is important to us and we have prepared this Privacy Policy to explain to you how we collect, use and share your personal information. This Privacy Policy applies to the Ether Kingdoms Web site, any other applications, interactive features and resources (the “Game”). Please read this Privacy Policy carefully. By using the Services, you confirm that you have read and understand this Privacy Policy and that you consent to the collection and use of your personal information as outlined in this Privacy Policy. When you use the Services, you also agree to our Terms of Use.

Information We Do Collect

We will ask you to provide us your Ethereum wallet address.

We also collect basic analytics and log-in information when you use the Game. This sort of information may be collected from third-party providers like Facebook or Google Analytics, and includes, among other things, the type of device you use, access times, IP address, hardware model, operating system and version, and other unique device identifiers.

Information We Don't Collect

We do not collect any other personally identifiable information about you unless you give it to us directly: giving us written feedback, communicating with us via third-party social media sites, or otherwise communicating with us via the Game or any other means.

What We Do With the Information We Collect

We use the information we collect in the following ways:

- Analyze trends on how the Game is being used;
- Improve the Game;
- Help personalize your experience of the Game; and
- If you gave us your contact information, we will use it to send you data as part of making the Game available to you. We may also use that information to contact you to send you technical notices, updates, confirmations, security alerts, to provide support to you, to tell you about other products and services that we think might interest you, or to respond to your comments or questions.

We may share the information we collect with third parties who need to access it in order to do work on our behalf, including doing things like helping us make the Game available, or providing analytics services to us. We work hard to ensure that these third parties only access and use your information as necessary to perform their functions.

What We Don't Do With the Information We Collect

We do not share any information that directly identifies you with any third party, except in the following limited cases:

- As required to comply with applicable law or regulation, or to comply with law enforcement;
- To respond to claims and/or legal process;
- To protect our rights or our property, or to enforce our terms of service;
- To prevent behavior that is (or that we think may be) illegal or unethical;
- To prevent behavior that is (or that we think may be) illegal or unethical;
- With your consent, or at your request or direction; or
- As otherwise set forth in this Policy.